

media content without any awareness that the media content has been tagged, and to ensure that consumers having a suitably equipped media delivery device are able to enjoy an interactive experience facilitated by the identifier tag.

- 5           31.    A method of disseminating information for use in a portable device, comprising:
- generating first content adapted for dissemination from a broadcast source;
  - 10           generating second content adapted for dissemination from an information source;
  - using an authoring system to apply tags to said first and second content, the tags being configured to define an integrating relationship between the first content and the second content;
  - providing said first content to a broadcast source adapted to
  - 15   broadcast to a portable device;
  - providing said second content to an information source adapted to supply information upon demand to said portable device.

## CLAIMS

What is Claimed is:

1. An media distribution system adapted to supply media content  
5 from disparate sources, comprising:

an encoder tagging media content with an identifier tag useful in  
synchronization with additional media content, and useful in delivery of the  
media content;

an output transmitting the media content to a distribution  
10 mechanism adapted to distribute the media content to media delivery devices;  
and

a distribution mechanism distributing the media content to a  
media delivery device adapted to obtain additional media content from a  
disparate source, adapted to synchronize the media content with the additional  
15 media content according to the identifier tag, and adapted to deliver the media  
content to a consumer according to the identifier tag.

2. The system of claim 1, wherein said distribution mechanism is  
adapted to broadcast the media content to media delivery devices.

3. The system of claim 1, wherein said distribution mechanism is  
20 adapted to narrowcast the media content to a media delivery device in  
response to a request for the media content.

4. The system of claim 1, wherein said encoder is adapted to insert  
an identifier tag into a vertical blanking interval of a sequence of video frames  
using a format that is compatible with a video data stream.

25 5. The system of claim 1, wherein said wherein said encoder is  
adapted to insert a tag into a web page.

6. The system of claim 1, wherein the media content corresponds to  
a textual description.

7. The system of claim 1, wherein the media content corresponds to  
30 an image.

8. The system of claim 1, wherein the media content corresponds  
information in a rich text format.

**AMENDED CLAIMS**

[received by the International Bureau on 29 August 2003 (29.08.03);  
original claims 1 and 31 amended]

What is Claimed is:

1. A media distribution system adapted to supply media content  
5 from disparate sources, comprising:
  - an encoder tagging media content with an identifier tag useful in  
synchronization with additional media content, and useful in delivery of the  
media content;
  - an output transmitting the media content to a distribution  
10 mechanism adapted to distribute the media content to media delivery devices;  
and
  - a distribution mechanism distributing the media content to a  
media delivery device adapted to record a channel upon which the identifier tag  
arrived, adapted to obtain additional media content from a disparate source,  
15 adapted to synchronize the media content with the additional media content  
according to the identifier tag and the channel, and adapted to deliver the  
additional media content to a consumer according to the identifier tag and a  
remote channel control function of the media delivery device.
2. The system of claim 1, wherein said distribution mechanism is  
20 adapted to broadcast the media content to media delivery devices.
3. The system of claim 1, wherein said distribution mechanism is  
adapted to narrowcast the media content to a media delivery device in  
response to a request for the media content.
4. The system of claim 1, wherein said encoder is adapted to insert  
25 an identifier tag into a vertical blanking interval of a sequence of video frames  
using a format that is compatible with a video data stream.
5. The system of claim 1, wherein said wherein said encoder is  
adapted to insert a tag into a web page.
6. The system of claim 1, wherein the media content corresponds to  
30 a textual description.

**AMENDED SHEET (ARTICLE 19)**

7. The system of claim 1, wherein the media content corresponds to an image.

8. The system of claim 1, wherein the media content corresponds  
5 information in a rich text format.

media content without any awareness that the media content has been tagged, and to ensure that consumers having a suitably equipped media delivery device are able to enjoy an interactive experience facilitated by the identifier tag.

- 5           31.    A method of disseminating information for use in a portable device, comprising:
- generating first content adapted for dissemination from a broadcast source;
  - generating second content adapted for dissemination from an  
10 information source;
  - using an authoring system to apply tags to said first and second content, the tags being configured to define an integrating relationship between the first content and the second content;
  - providing said first content to a broadcast source adapted to  
15 broadcast to a portable device;
  - providing said second content to an information source adapted to supply information upon demand to said portable device; and
  - providing the portable device, wherein the portable device has ability to synchronize and deliver said first content and said second content  
20 based on a channel upon which said first content was broadcast to the portable device, and based on a channel remote control function of the portable device.